

WHAT IS CLAIMED IS:

1. A color display driving apparatus in a portable mobile telephone with a color display unit, comprising:

- 5 a first memory for storing YUV data;
a YUV-RGB converter for converting YUV data read from the first memory to RGB data;
a second memory for storing RGB data; and
an on-screen-display (OSD) controller for writing the YUV data and the
10 RGB data in the first and second memories, respectively, mixing the RGB data converted from the YUV data stored in the first memory by the YUV-RGB converter with the RGB data read from in the second memory, and on-screen displaying the mixed data on the color display unit.

- 15 2. The color display driving apparatus as claimed in claim 1, further comprising a display format converter for converting the YUV data read from the first memory to a format compatible with the color display unit, and providing the converted data to the YUV-RGB converter.

- 20 3. The color display driving apparatus as claimed in claim 1, wherein the OSD controller comprises:

a timing signal generator for generating a timing signal for alternately enabling the first and second memories for a write operation and a read operation, and providing the generated timing signal to the first and second
25 memories; and

an OSD mixer for mixing the RGB data output from the YUV-RGB converter with the RGB data output from the second memory.